



EXPRESS
COMPUTER



Technology Senate
NORTH

REIMAGINING AND
RECREATING THE FUTURE
USING TECHNOLOGY

#TechSenateNorth


15 | 16

SEPTEMBER 2023,
PARK PLAZA CHANDIGARH
ZIRAKPUR

75+ DELEGATES | 26th EDITION | AWARDS | SECTOR FOCUS | TECHNOLOGY SHOWCASE | WORKSHOPS | LAUNCHPAD | RESIDENTIAL CONFERENCE



The North region of India



The North Region of India is a major contributor to the country's economic growth, boasting several important states such as Punjab, Uttar Pradesh, and Rajasthan. These states have diverse economies and are key players in various sectors including agriculture, manufacturing, and services.

For example, Punjab is renowned for its agriculture and textile industries, while Uttar Pradesh is the largest producer of food grains and has a growing service sector. Rajasthan has a thriving economy with agriculture, minerals, and tourism being major contributors.

Moreover, Tier 2 and Tier 3 cities in North India are undergoing rapid modernization and development. These cities are becoming increasingly urbanized and industrialized, with a growing consumer market. For instance, Jaipur, Lucknow, and Chandigarh are experiencing significant growth in the real estate sector with new housing projects, commercial complexes, and shopping malls being developed.

These cities are also attracting large investments in information technology, automotive, and healthcare industries. For example, Chandigarh has emerged as a hub for IT and BPO companies, while Ludhiana and Agra have strong manufacturing bases in textiles, auto parts, and leather goods.



In all these important sectors such as manufacturing, agriculture, and auto ancillaries, technology can play a crucial role. For instance, manufacturing companies can streamline their production processes, reduce equipment downtime, optimize inventory management, and improve supply chain operations by adopting predictive maintenance, real-time monitoring, and data analytics.

Similarly, auto ancillaries can improve product design and supply chain operations by utilizing virtual prototyping, 3D printing, automation, robotics, and blockchain technologies. Precision farming techniques like remote sensing and IoT-based sensors can enhance crop management in the agriculture sector, while data analytics can aid in predicting crop yields and managing supply chain operations.

Express Computer recognizes the potential for growth in the adoption of emerging technologies in the Northern region of India, and therefore, has created the **Technology Senate - North edition**. Many companies in this region are eager to accelerate their digital initiatives and are embracing a cloud-first and mobile-first approach to enhance their efficiency and improve customer service. Against this backdrop, Technology Senate, India's leading CIO forum, aims to further the conversation on the digital transformation of businesses.



As always, Technology Senate will host some of the most prominent thought leaders and influencers from the Northern region of India. The conference will feature dedicated sessions on business technology strategy related to important sectors, the best practices from sector leaders, and case studies of successful technology implementations. We will also recognize sector leaders for their best technology implementations. The conference will offer a mix of keynote sessions, panel discussions, thought leader insights, and partner presentations. The focus will be on real-world IT deployments, the latest solutions, and business insights that attendees can apply in practical ways.

Highlights of the conference:



Future proofing IT:
Learn how to use the latest technologies to future proof your IT infrastructure



Reinventing business models using technology:
Learn from real-world use cases on how emerging technologies can be used to transform your business



Best practices in choosing emerging technologies
(AIoP, SASE, RPA) and making them work



Lessons from the trenches: CIOs share their experience on their most challenging projects, and the key lessons learnt



Hybrid workplaces:
Learn how to use technology to your advantage and build collaborative hybrid workplaces



Automation: From chatbots to RPAs: How to choose the key processes that you must automate today



Planning for disasters:
Best practices to follow when your systems crash. Learn how to leverage technologies such as DRaaS, Continuous Data Protection and Cloud-based backups to improve resilience



Making AI work
to your advantage



Enterprise Security:
How to make security an enabler of speed and growth

For more on **Technology Senate 2023** and the customised marketing opportunities available, please contact us today.

In addition, Technology Senate – North Edition will have:

Workshops:

Use the power of workshops to give certification of participation for educating and evangelizing on topics such as Cloud Security, Cloud Migration, Hybrid Workplaces, RPA Discovery Workshop, Network Virtualization etc and CRN



Launchpad:

Use the Technology Senate platform to announce or launch new service offerings or products. All technology vendors who use the platform will also get the right to get a free press release published on Express Computer and CRN. You can also give us a recorded video of your product or service launch, which will be published in Express Computer and CRN

Who will attend?

75+

TOTAL
ATTENDEES

- CIOs / CTOs / CISOs from the biggest firms
- VP-IT, GM-IT, Head of Applications,
Head- IT Procurement, Head - Data Centers
- ICT Practitioners, Consultants &
Thought Leaders





Why Participate?

- 75+ of India's most respected CIOs
- North India audience encompassing every sector
- One-on-One meetings with delegates pre-selected by you
- Database of all participants to select sponsors
- Roundtable Conferences hosted to Partner specifications
- Industry Awards honouring excellence in Indian IT
- Networking dinners and planned engagements with the audience
- Extensive promotion: Digital / Social, EDMs and personalised invitations
- Technology Showcase and innovation zone
- Complete peace of mind knowing this is from Express Computer and the Indian Express Group



TECHNOLOGY SENATE AWARDS NORTH 2023

As the name suggests, **Technology Senate Awards North** are given away to organisations across industries that demonstrate innovative use of a particular technology or a combination of technologies for distinct benefits to the stakeholders. This includes deploying a completely new solution or an innovative use of an existing technology to gain a competitive edge, improve operations, become more responsive to customers and partners or, simply, to add to the top or bottom line.

Nominations from organisations are sought for the **Technology Senate Awards North 2023** across the different technology categories. The nominations will be shortlisted, reviewed, and judged by a panel of Editors from the Express Computer team, and the winners will be felicitated at Technology Senate North 2023

Sponsorship Opportunities

- PRESENTING SPONSOR INR 18 LAKH
- PLATINUM SPONSOR INR 15 LAKH
- GOLD SPONSOR INR 12 LAKH
- SILVER SPONSOR INR 7 LAKH

- TECHNOLOGY SHOWCASE INR 4 LAKH
- POWER DISCUSSION INR 7 LAKH
- AWARDS SPONSOR INR 16 LAKHS



PRESENTING SPONSOR

Main Deliverables:

- Status as Presenting Sponsor. The logo template will be ' _____ [Your Logo] PRESENTS Technology Senate [Logo]
- Two 20-minute presentation slots to address the audience
- One Exclusive Power Discussion session of 60 minutes with 12-15 pre-selected delegates
- One 9 sq mtr booth space
- Complete Database of all attendees
- Pre & Post social media promotion on Express Computer social media handles (Twitter, LinkedIn, Facebook & Instagram)

Additional Deliverables:

- 2 minutes Corporate AV will be played during the conference
- Brand presence [Logo] as Presenting Sponsor in all event related communication
- Brand presence [Logo] as Presenting Sponsor at the Venue [Backdrop, table tent cards, and all venue branding]
- Podium Branding of Presenting Sponsor
- Brand presence [Logo] on the event website [www.technologysenate.com]

SPONSORSHIP RATE:

INR 18,00,000 [Rupees Eighteen Lakhs Only]

PLATINUM SPONSOR

Main Deliverables:

- Status as Platinum Sponsor
- One 20-minute presentation slot to address the audience
- One Hour exclusive power discussion [Boardroom style] with 12 -15 delegates of your choice
- One 9 sq m booth space
- Complete Database of all attendees
- Pre & Post social media promotion on Express Computer social media handles (Twitter, LinkedIn, Facebook & Instagram)

Additional Deliverables:

- Brand presence [Logo] as Platinum Sponsor in all event related communication
- Brand presence [Logo] as Platinum Sponsor at the Venue [Backdrop, table tent cards, and all venue branding]
- Brand presence [Logo] on the event website [www.technologysenate.com]

SPONSORSHIP RATE:

INR 15,00,000 [Rupees Fifteen Lakhs Only]

GOLD SPONSOR

Main Deliverables:

- Status as Gold Sponsor
- One 20-minute presentation slot to address the audience
- Participation as Panelist in one panel discussion of your choice (Non Exclusive)
- One 9 sq m booth space
- Complete Database of all attendees
- Pre & Post social media promotion on Express Computer social media handles (Twitter, LinkedIn, Facebook & Instagram)

Additional Deliverables:

- Brand presence [Logo] as Gold Sponsor in all event related communication
- Brand presence [Logo] as Gold Sponsor at the Venue [Backdrop, table tent cards, and all venue branding]
- Brand presence [Logo] on the event website [www.technologysenate.com]

SPONSORSHIP RATE:

INR 12,00,000/- [Rupees Twelve Lakhs Only]

SILVER SPONSOR

Main Deliverables:

- Status as Silver Sponsor
- One 20-minute presentation slot
- Pre & Post social media promotion on Express Computer social media handles (Twitter, LinkedIn, Facebook & Instagram)

Additional Deliverables:

- Brand presence [Logo] as Silver Sponsor in all event related communication
- Brand presence [Logo] as Silver Sponsor at the Venue [Backdrop, table tent cards, and all venue branding]
- Brand presence [Logo] on the event website [www.technologysenate.com]

SPONSORSHIP RATE:

INR 7,00,000/- [Rupees Seven Lakhs Only]

POWER DISCUSSION

Deliverables:

- 1 hour closed room discussion with 12 - 15 selected delegates
- Complete Database of all attendees
- Brand presence [Logo] as Partner in all event related communication
- Brand presence [Logo] as Partner at the Venue [Backdrop, table tent cards, and all venue branding]
- Brand presence [Logo] on the event website [www.technologysenate.com]
- Pre & Post social media promotion on Express Computer social media handles (Twitter, LinkedIn, Facebook & Instagram)

SPONSORSHIP RATE:

INR 7,00,000/- [Rupees Seven Lakhs Only]

TECHNOLOGY SHOWCASE

Deliverables:

- Exhibition Space 9 [3 x 3] sq m to showcase products/solutions [Booth Space with side panels, Facia, spotlights, 5 Amp Power Socket, table & chairs]
- Complete Database of all attendees
- Brand presence [Logo] as Partner in all event related communication
- Brand presence [Logo] as Partner at the Venue [Backdrop, table tent cards, and all venue branding]
- Brand presence [Logo] on the event website [www.technologysenate.com]
- Pre & Post social media promotion on Express Computer social media handles (Twitter, LinkedIn, Facebook & Instagram)

SPONSORSHIP RATE:

INR 4,00,000/- [Rupees Four Lakhs Only]

ALSO AVAILABLE FOR YOU

- **DELEGATE KIT SPONSOR** INR 5 LAKH
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- **CORPORATE GIFT/ PEN SPONSOR** INR 3 LAKH
- **ENTERTAINMENT SPONSOR** INR 5 LAKH



Main Deliverables:

- Status as Presenting Sponsor: The logo template will be ' _____[Your Logo] PRESENTS Awards 2023 [Logo] Branding on Award Trophies
- 5-minute welcome address to be given by the sponsor
- Sponsor MD/CEO gives out THREE Awards under any Category of choice
- Panel Discussion (Any 1) will include Sponsor MD/CEO
- Four slots of 15 secs each to feature product AV/advertisement during the event
- One Email Interview to be published in Express Computer Website
- Complete Database of all attendees to be in place
- Pre & Post social media promotion on Express Computer social media handles (Twitter, Linkedin & Facebook)

Additional Deliverables:

- Brand presence [Logo] as Presenting Sponsor in all event related communication
- Brand presence [Logo] as Presenting Sponsor at the Award Hall Venue [backdrop, table tent cards]
- Podium Branding as Presenting Sponsor
- Brand presence [Logo] on event website

SPONSORSHIP RATE:

INR 16,00,000 [Rupees Sixteen Lakhs Only]

TERMS & CONDITIONS

- 50% on confirmation against our Performa Invoice
- Balance 50% a week before the event
- Payment to be made in favour of The Indian Express (P) Limited
- Taxes as per Govt. regulations will be applicable on all Sponsorship amounts

Technology Senate has helped our sponsors generate quality leads, amazing business opportunities and build a strong and deep relationship with key Enterprise customers, by spending quality time of 3 days and networking with focused target audience who matter.

Looking forward to your valuable participation and support to the 26th edition of Technology Senate 2023.

Thanks & Warm Regards,
Express Computer, Indian Express Group

PARTNERS - PAST EDITIONS





THE ORGANISERS

Express Computer is one of India's most respected IT media brands and has been in publication for 33 years. We cover trends and developments in e-Governance and enterprise technology in its entirety; including processors, storage, networking, wireless, business applications, Cloud computing, analytics, green initiatives and insights that help companies make the most of their ICT investments.

The Indian Express (P) Limited is one of India's largest media conglomerates with a wide selection of publications and a network of offices. Today, with 32 national editions, 13 publication centers and 4 language dailies we reach over 19 million people daily. The Indian Express (P) Limited publications have stood for excellence in journalism for over 80 years. Our publications include The Indian Express, The Financial Express, LokSatta, Lokprabha and Jansatta.

Established in 1990, the Business Publications Division (BPD) manages **B2B** publications like Express Computer, CRN India, Express Pharma, Express Healthcare, as well as organises marquee events like Technology Senate, Technology Sabha, Government Data Center & Infrastructure Summit, Information Security Conclave, CRN Channel Leadership Summit, Pharma Packaging & Labelling Conclave, Radiology & Imaging Conclave, Dx Summit, FDD Conclave & BFSI Technology Conclave.

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